

NEWS RELEASE



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Online Public Voting Begins May 15th

Global online voting for the 2010 Democracy Video Challenge – a global video competition aimed at enhancing the global dialogue on democracy – starts May 15th. The public are invited to cast votes for their favorite videos on You Tube by visiting:

<http://www.youtube.com/user/DemocracyChallenge>

What is Democracy? That is the question that thousands of participants set out to answer through their videos, in response to the Democracy Video Challenge set up by the US Department of State and many other partners, open to participants from around the world. Via YouTube, people sent in videos completing the phrase *Democracy is...* through animated images, live action shorts or documentaries no more than 3 minutes long.

After a selection process, finalists have been chosen and the general public is now invited to vote on the winners, one each for six geographical regions: Western Hemisphere, Europe, Middle East/North Africa, Sub-Saharan Africa, South & Central Asia, East Asia/Pacific, as well as one Anonymous winner.

The U.S. Department of State gathered a high-level group of partners for the second annual Democracy Video Challenge. The partner organizations include:

- *Center for International Private Enterprise*
- *International Republican Institute*
- *International Youth Foundation*
- *Motion Picture Association of America*
- *National Democratic Institute*

- NBC Universal
- New York University's Tisch School of the Arts
- Recording Industry Association of America
- TakingITGlobal
- University of Southern California's Annenberg School for Communication and Journalism
- 2009 Democracy Video Challenge Regional Winners: Chansa Tembo, Africa; Aissa Peñafiel, East Asia and Pacific; Lukasz Szozda, Europe; Tsering Choden, South and Central Asia; Rodin Hamidi, Near East and Anna Israel, Western Hemisphere

Winners will receive an all-expense-paid trip to Washington, D.C., New York and Hollywood, and attend gala screenings of winning videos in Hollywood, New York and Washington. They will also have opportunities to meet filmmakers and U.S. film and TV industry professionals, and to meet with democracy advocates from government, media and civil society.

THE TIMELINE

- May 15 - June 15, 2010: The general public vote online for winning videos.
- mid-June 2010: Seven winners -- one each from the Western Hemisphere, Europe, Middle East/North Africa, Sub-Saharan Africa, South & Central Asia, East Asia/Pacific and one anonymous winner -- will be announced.
- Fall of 2010: Six publicly identified winners, one from each of the six geographic regions, will travel to the United States to claim their prizes.

The Democracy Video Challenge for Malaysia is sponsored by the U.S. Embassy and its Malaysian partners – which include KRU Studios, 8tv, 'Marketing' magazine, the Malaysian Animation Society, LimKokWing University, Multimedia University and The Laundry Bar.

Malaysia had a total of 28 entries to the Challenge. Three videos from Malaysia were selected as semifinalists and will go on to the public voting phase. To vote for your favorite videos, visit: <http://www.youtube.com/user/DemocracyChallenge>

To view the three semifinalist videos for Malaysia, Click "View Submissions" and in the box showing links to video submissions, search for "Malaysia"